



**HARVARD**  
DIVINITY SCHOOL

# Graphic Identity Standards

v.02 June 2023

WELCOME TO THE IDENTITY STANDARDS MANUAL  
FOR  
HARVARD DIVINITY SCHOOL

This manual serves as a vital tool for designers, vendors, and all those tasked with visually portraying Harvard Divinity School, be it online, in printed materials, or face-to-face. These directives are chiefly intended for the Divinity School's Administration and Faculty departments.

**Why does Harvard Divinity School require identity guidelines?**

The visual components that symbolize Harvard Divinity School allow us to create and sustain a distinct, cohesive identity for the School, both within the broader Harvard community and to the outside world. These guidelines were formulated to enhance uniformity and minimize expenses related to individual units crafting their unique symbols.

Should you have any inquiries regarding these guidelines or need further clarification, please reach out to Harvard Divinity School's PublicAffairs & Communications at [identityguidelines@divinity.harvard.edu](mailto:identityguidelines@divinity.harvard.edu).

**Table of Contents**

INTRODUCTION	
Our Identity Standards & Contact Information	6
General Guidelines	7
Definitions, Lockup, Logomark Wordmark	8
Our Logo	9
Proportions & Sizing	10
Clear Space	11
Alternative Lockup 1	12
Alternative Lockup 2	13
Full Color Logo	14
Use On Photography	15
Reverse	16
Practical Application	17
Typography	19
Typography: Usage	20



# INTRODUCTION

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

# OUR IDENTITY STANDARDS

Harvard Divinity School is part of a global academic landscape, competing with institutions both nationally and internationally. In this vibrant and challenging context, articulating a consistent and persuasive voice in all our endeavors is paramount.

The collective use of graphic elements, visuals, and language that describe Harvard Divinity School will empower us to forge and sustain a transparent, unified identity, resonating within the Harvard community and extending beyond.

This manual delineates the overarching guidelines for visually expressing the Harvard Divinity School's graphic identity, offering precise instructions for the utilization of our refreshed signatures and associated components. We encourage you to consult this guide whenever crafting communication materials.

# CONTACT INFORMATION

For questions about the licensing or use of Harvard Divinity School's trademarks on merchandise, unauthorized use by others, protection of HDS's marks, or the use of any of HDS's trademarks, including the wordmark or shield, in any manner other than prescribed in this Identity Standards Manual, please contact:

Harvard Divinity School Trademark Program  
trademark\_program@divinity.harvard.edu  
trademark.divinity.harvard.edu  
(617) 495-9513

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

# GENERAL GUIDELINES

DO:



DON'T:



- Do use lockup in format provided.
- Don't make manual modifications to the lockup.
- Do regard the wordmark as part of logomark.
- Don't typeset the Harvard wordmark individually.
- Do pair the mark with the wordmark.
- Don't substitute the mark with an alternative mark.
- Do adjust the artwork's size proportionally.
- Don't distort the artwork or typography.
- Do allocate dedicated space for the lockup.
- Don't position lockup too near other graphics/logos.
- Do apply the signature on suitable background.
- Avoid gradients, patterns or similar hue values.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark
- Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

## DEFINITIONS

This section delineates the application of several distinct graphic elements within Harvard Divinity School. These include:

**Lockup:** The lockup is a combination of the wordmark and mark utilized together.

**Wordmark:** The wordmark refers to the use of “Harvard” or “Harvard Divinity School” in conjunction with an extension (such as a specific department within the Divinity School).

**Mark:** The logomark reflects the 4 central tenets (windows) of Harvard Divinity School: Compassion, Diversity, Inclusion, and Belonging

## USAGE

The Harvard Divinity School lockup must be included in all official communications within the department. The wordmark must remain unaltered, with the exception of proportional adjustments in size or scale. Utilize only the original artwork; attempts to replicate or recreate are not permitted.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark
- Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

## OUR LOGO



## COMPASSION, DIVERSITY, INCLUSION, AND BELONGING

The Harvard Divinity School logomark consists of four symbolic windows, representing the four tenets of Compassion, Diversity, Inclusion, and Belonging. Together, they symbolize the school’s commitment to these guiding principles.

The Harvard Divinity School wordmark is crafted in a specific typeface that aligns with the institution’s identity, spelling out “Harvard Divinity School” in a manner that complements the logomark.

The complete Harvard Divinity School logo is the combination of the logomark and wordmark. These two elements form a cohesive lockup and should not be used independently, reflecting the unified vision and mission of the school.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

**PROPORTIONS & SIZING**

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

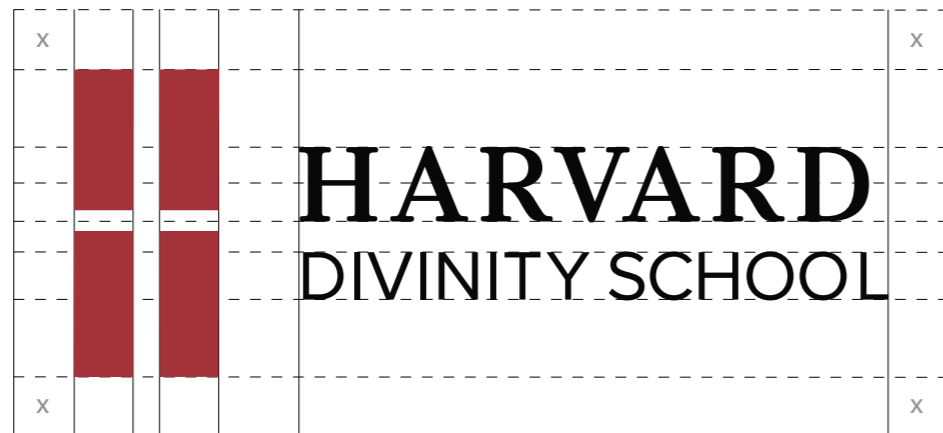
REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

## LOGO PROPORTIONS AND SIZING



## DIMENSIONS

The stroke widths, letter spacing, and size relationships between the various components of the Harvard Divinity School logo must not be altered or recreated. The precise alignment and proportion, including the relationship between the logomark and wordmark, are essential to the logo's integrity.

In the design guidelines, the "x" measurements are used to indicate equal spaces.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

**PROPORTIONS & SIZING**

**CLEAR SPACE**

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

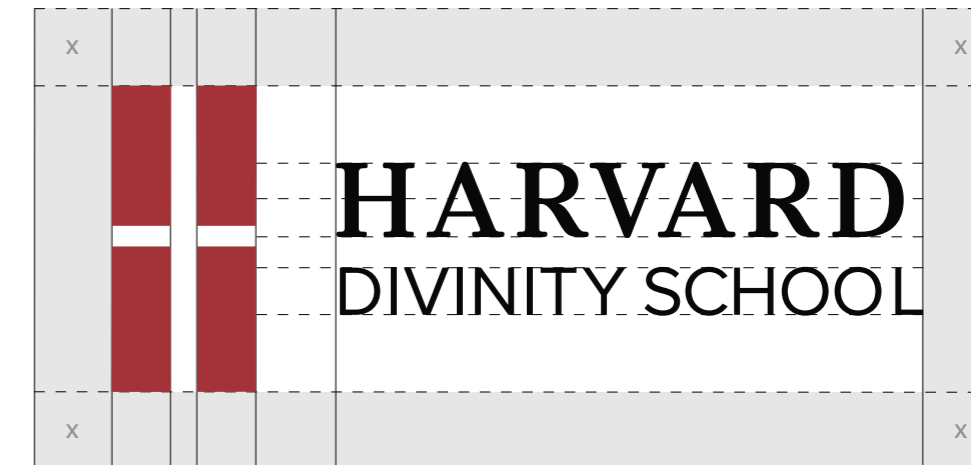
REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

## CLEAR SPACE AROUND LOGO



## MAINTAIN MINIMUM SPACING

The gray area surrounding the Harvard Divinity School logo delineates the minimum space that must be maintained between the logo and any other graphic elements, including text, illustrations, and borders. This ensures that the logo maintains a prominent and unobstructed presence in all applications.

In the design guidelines, the "x" measurements are used to indicate equal spaces.

Always prioritize allowing as much space as possible around the logo to preserve its visual integrity and prominence. Adhering to these guidelines is essential for maintaining a consistent and professional representation of the Harvard Divinity School's identity.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

## ALTERNATIVE LOCKUP 1



## VERTICAL ORIENTATION

The first alternative lockup for the Harvard Divinity School logo features a vertical orientation, with the window logomark positioned above and aligned center with the “Harvard Divinity School” wordmark below. This arrangement offers a distinct visual presence and can be used in specific contexts where the standard logo may not be visually optimized.

This vertical lockup is suitable for events or unique branding applications, where a more prominent display of the logomark is desired. Including, but not limited to, Social Media Profiles, Banners and Flags, Brochures and Flyers, Mobile Applications, Merchandise, Book Spines and Bindings, or Vertical Signage.

Reminder: The gray area (clear space) surrounding the Harvard Divinity School logo delineates the minimum space that must be maintained between the logo and any other graphic elements, including text, illustrations, and borders.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

## ALTERNATIVE LOCKUP 2



## COMPRESSED

The compressed lockup version of the Harvard Divinity School logo features a more compact arrangement, with the height of the window logomark equal to the height of the wordmark. Unlike the standard logo, where the logomark stretches beyond this height, the compressed version maintains alignment, creating a more condensed visual appearance.

Potential applications for the compressed lockup may include Promotional Items, such as stickers, badges; Video Overlays, as a subtle overlay or watermark without obstructing the main content; Mobile, where space optimization is crucial; or Banners, where the logo needs to share space with other logos or information.

Reminder: The gray area (clear space) surrounding the Harvard Divinity School logo delineates the minimum space that must be maintained between the logo and any other graphic elements, including text, illustrations, and borders.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

## FULL COLOR LOGO



PMS 187 U/1807C  
 C-o M-85 Y-73 K-36  
 R-162 G-35 B-56  
 Hexcode A23338

## HERITIGE

In the Harvard Divinity School identity, the use of color plays a vital role, reflecting the institution's heritage. The full-color logo, featuring the Harvard crimson color with hexcode A23338, corresponding CMYK values of C:o, M:85, Y:73, K:36, and RGB values (R): 162, (G): 35, (B): 56, should be used whenever possible.

The consistent application of this specific crimson color will brand Harvard Divinity School's communications for immediate recognition and alignment with the broader Harvard identity. It is essential to reproduce the color as consistently as possible, adhering to the exact color values, to maintain the visual integrity and resonance of the logo across all platforms and applications.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGEMER-  
CHANDISE

## USE OF LOGO ON PHOTOGRAPHS



Always place the full-color Harvard Divinity School logo directly on photographs and color backgrounds when possible. Choose photographs and color backgrounds that provide sufficient contrast with the logo's colors to preserve its integrity and visual impact. When it is not feasible to place the HDS logo directly on a photograph or color background, a color band in a very light or dark shade that complements the Harvard crimson is acceptable for positioning the logo, as demonstrated.

Avoid using the full-color logo on backgrounds with similar color tones. Do not place the logo over busy photos. Avoid white wordmark on light photos or backgrounds. Do not use an all-white logo on photographs or in four-color printing. Refrain from using a one-color logo in four-color printing.



INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

**REVERSE**

PRACTICAL APPLICATION

TYPOGRAPHY

TYPOGRAPHY: USAGE

REVERSE



Please use the Harvard Divinity School logo, including the window logomark, in its original form. Avoid adding a white outline or altering the logo in any way that deviates from the established design. If a reverse version is required, your Harvard Divinity School contact can assist in obtaining the appropriate logo files with the correct specifications. Always prioritize using the original logo whenever possible to maintain consistency and visual integrity.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

**PRACTICAL APPLICATION**

TYPOGRAPHY

TYPOGRAPHY: USAGE

PRACTICAL LOGO APPLICATIONS



Please use the Harvard Divinity School logo, including the window logomark, in its original form. Avoid adding a white outline or altering the logo in any way that deviates from the established design. If a reverse version is required, your Harvard Divinity School contact can assist in obtaining the appropriate logo files with the correct specifications. Always prioritize using the original logo whenever possible to maintain consistency and visual integrity.

# TYPOGRAPHY

## INTRODUCTION

Our Identity Standards &  
Contact Information  
General Guidelines  
Definitions, Lockup,  
Logomark Wordmark

## OUR LOGO

### PROPORTIONS & SIZING

### CLEAR SPACE

### ALTERNATIVE LOCKUP 1

### ALTERNATIVE LOCKUP 2

### FULL COLOR LOGO

### USE ON PHOTOGRAPHY

### REVERSE

### PRACTICAL APPLICATION

### TYPOGRAPHY

### TYPOGRAPHY: USAGE

## TYPOGRAPHY: WORKING WITH TYPE

Font selection plays a vital role in crafting effective communications that align with Harvard Divinity School's identity. Typography should harmonize with the overall design, imagery, and editorial content to convey the tradition of academic excellence that defines Harvard as a unified, global institution. To maintain this coherence and professionalism, we offer the following guidelines:

**Choose Clean and Classic Fonts:** Opt for sans-serif fonts that are elegant and timeless. Avoid overly stylized or ornate typefaces that may detract from the message.

**Maintain Color Integrity:** Refrain from using Harvard red (#A23338) for text color, reserving it for specific branding elements.

**Avoid Visual Distractions:** Do not use drop shadows, stretch type, or outline type. Always scale fonts proportionally.

**Be Mindful of Spacing:** Avoid condensing, excessive tracking, or horizontal scaling that can disrupt readability.

**Use Italicized Styles Sparingly:** Italics can add emphasis but should be used judiciously to maintain clarity.

**Limit Font Variations:** Stick to no more than two different fonts in a single piece of communication to ensure visual cohesion.

By adhering to these guidelines, you contribute to a consistent and recognizable visual identity for Harvard Divinity School, reflecting its commitment to scholarly rigor and community values.

INTRODUCTION

- Our Identity Standards & Contact Information
- General Guidelines
- Definitions, Lockup, Logomark Wordmark

OUR LOGO

PROPORTIONS & SIZING

CLEAR SPACE

ALTERNATIVE LOCKUP 1

ALTERNATIVE LOCKUP 2

FULL COLOR LOGO

USE ON PHOTOGRAPHY

REVERSE

PRACTICAL APPLICATION

TYPOGRAPHY

**TYPOGRAPHY: USAGE**

## TYPOGRAPHY: USAGE

### Font Licensing:

Harvard licensed fonts are for print media only and not for web use. Fonts for web use require an extended license. Please contact the below to obtain a web license.

Scala Sans and Minion Pro are licensed through Adobe, Inc.

Adobe Inc.: 345 Park Avenue, San Jose, California 95110-2704, USA.

Adobe Systems Software Ireland Limited: 4-6 Riverwalk, City West Business Campus, Saggart, Dublin 24, Republic of Ireland

Harvard licensed fonts are for staff only and cannot be shared. One license is granted per computer.

### Recommended System Fonts

When Scala Sans and Minion Pro are inaccessible, we encourage the use of non-licensed, system fonts whenever possible. These alternative fonts have been selected to align closely with the visual identity of Harvard Divinity School while offering flexibility in various applications.

System fonts - body copy and headers - sans serif and serif

Usage: Headers and Titles

Minion Pro Regular

*Minion Pro Italic*

**Minion Pro Bold**

***Minion Pro Bold Italic***

Georgia Regular

*Georgia Italic*

**Georgia Bold**

***Georgia Bold Italic***

Usage: Subheads and Body Copy

Scala Sans Regular

*Scala Sans Italic*

**Scala Sans Bold**

***SCALA SANS BOLD ITALIC***

Arial Regular

*Arial Italic*

**Arial Bold**

**Arial Bold Italic**

These system fonts provide a suitable alternative to Minion Pro and Scala Sans, ensuring that the visual coherence and professionalism of Harvard Divinity School's communications are maintained across different platforms and scenarios.